I support KLOVE because there's substance to the content of the music. When I listen to a secular radio station I turn the channel frequently. I suspect this is because I don't care to listen to adds, or the music itself is repetive and irritating. You could probably do a study but KLOVE puts me in a positive mood. I'll go as far to say that if everyone in the Mat-Su area listened to this music, there would be less driver aggression. I expect to be able to turn on the radion and find KLOVE playing. Thank you, Erin